

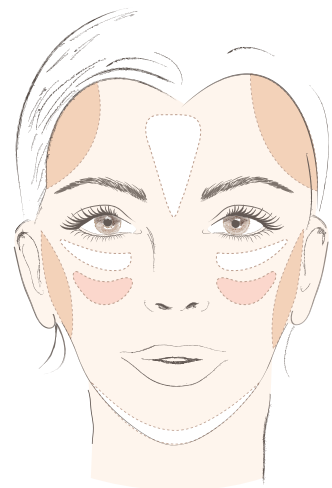
## Triangle

### CHARACTERISTICS

- Your forehead is narrower and rounder than your jawline.
- Your jawline can appear angular.
- Your cheekbones may be lost because of your wider jaw.

### ENHANCING TECHNIQUES

1. Contour your jawline and under your cheekbones.
2. Highlight your temples.
3. Add blush under your cheekbones.



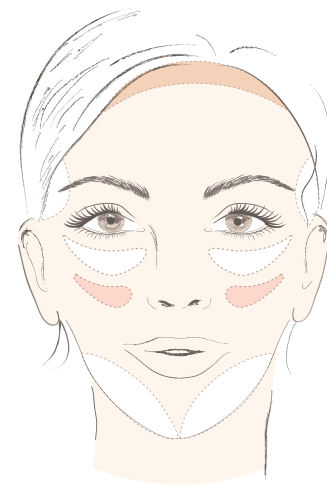
## Heart

### CHARACTERISTICS

- You have an angular forehead.
- Your forehead looks proportionally wider than your rounded, longer chin.
- You have a "widow's peak" hairline.

### ENHANCING TECHNIQUES

1. Contour your temples and the corners of your hairline on both sides.
2. Highlight your jawline.
3. Add blush to your cheekbones or the apples of your cheeks.



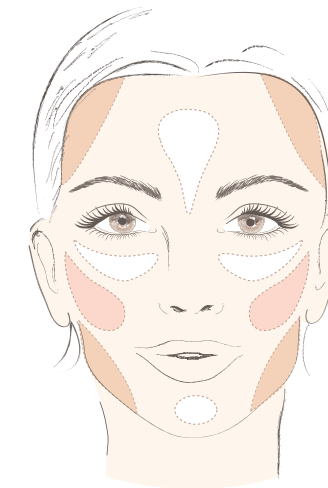
## Diamond

### CHARACTERISTICS

- Your forehead and chin are slightly narrow and rounded.
- The centre of your face is proportionally wider than the top and bottom.
- You have very prominent cheekbones.

### ENHANCING TECHNIQUES

1. Contour the centre of your forehead.
2. Highlight your temples, cheekbones and jawline.
3. Add blush to your cheekbones or the apples of your cheeks.



## Square

### CHARACTERISTICS

- You have strong bone structure.
- Your jawline is angled at the sides.
- Your hairline is wide and angled.

### ENHANCING TECHNIQUES

1. Contour the corners of both your hairline and jaw.
2. Highlight your cheekbones, chin and the centre of your forehead.
3. Add blush under your cheekbones.



## GreatShape™ Contour Kit APPLICATION GUIDE

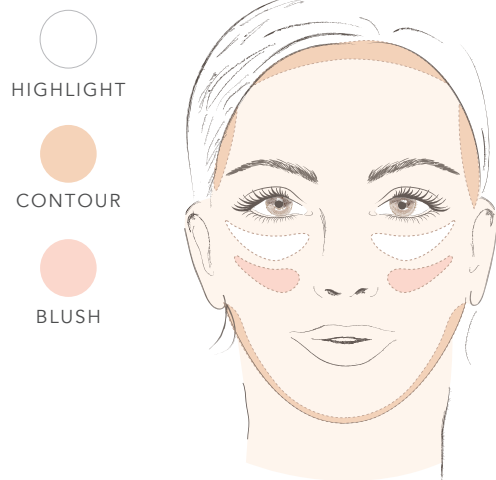
Contouring is the art of using dark and light shades to enhance or diminish features and balance the shape of the face. (Dark shades recede and light shades come forward.) The oval is perceived to be the most balanced face shape and so the use of the darker shade is about creating the illusion of an oval and diminishing features, such as making the nose appear thinner. The light shade is used to highlight cheekbones and “pull out” other areas of the face. Finish with a pop of blush on the apple of the cheek.

The most important part of contouring is blending. When you think you’ve blended enough, blend again. The illusion is destroyed if you see where color begins and ends. We have several brushes to help you with this, including our Blending Brush, Contour Brush and Blending/Contour Brush. Choose the ones that work best for you.

Below you will see illustrations of the most common face shapes and where to place the dark and light shades. It gets easier the more you do it. Happy contouring!

*Jane*

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## Oval

### CHARACTERISTICS

- The proportions of your forehead height balance with your chin.
- Both your hairline and jawline are delicately curved.
- Your cheekbones are sculpted but not overly prominent.

### ENHANCING TECHNIQUES

1. Contour your hairline and under jawline.
2. Highlight your cheekbones.
3. Add blush under your cheekbones or to the apples of your cheeks.



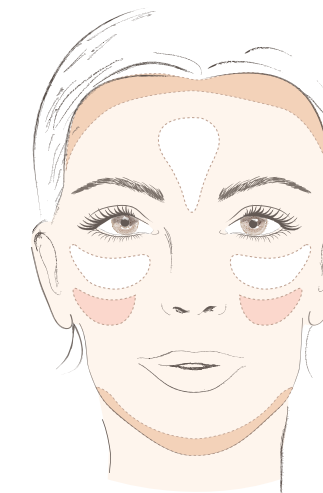
## Long

### CHARACTERISTICS

- You have a high forehead.
- Your chin is long.
- Because of the length, the cheekbones can look flat and lack lift.

### ENHANCING TECHNIQUES

1. Contour your temples, top of your hairline and under your chin.
2. Highlight your cheekbones.
3. Add blush on the apples of your cheeks.



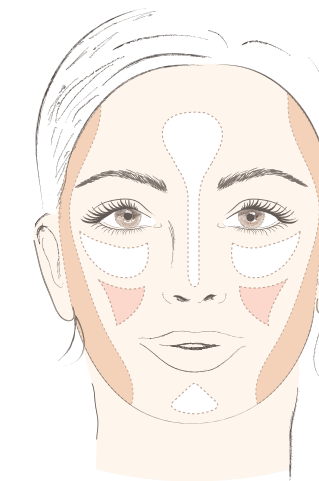
## Rectangle/Oblong

### CHARACTERISTICS

- Your face is longer than it is wide.
- Your cheekbones are long and straight.

### ENHANCING TECHNIQUES

1. Contour your temples, top of your hairline, sides of your jawline and under your chin.
2. Highlight the centre of your forehead and cheekbones.
3. Add blush to the apples of your cheeks.



## Round

### CHARACTERISTICS

- The line of your forehead, cheeks and chin combine to form a near circle.
- The width of your face is almost the same as the length.
- Fuller cheeks often make the definition of the cheekbones look flat.

### ENHANCING TECHNIQUES

1. Contour your temples up to the sides of your forehead, under your cheekbones and jawline.
2. Highlight your chin, the centre of your forehead, under your eyes and down the bridge of your nose.
3. Add blush to the top of your cheekbones.